



Ministry
of Defence

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08 February 2018

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Dear XXXXXXXXXXXXXXX,

Thank you for your email of 11 January in which you requested the following information:

Please can you tell me the cost of the new army recruitment advertising drive centred around the 'Can I Be Gay in the army?' drive.

Please break down the amount to be spent on the campaign in TV, radio, online and print.

I am treating your correspondence as a request for information under the Freedom of Information Act (FOIA) 2000.

A search for the information has now been completed within the Ministry of Defence, and I can confirm that some information in scope of your request is held and is as follows:

Total costs for production of Belonging 2018, are circa £1.6M, which produced five TV advertisements, five animations, three radio advertisements, digital display and out of home content. The campaign will run for at least 12 months, and the cost given does not include other, associated costs such as "air time"; the content produced will be aired on various platforms continuously for the period given. The broadcasting cannot be broken out from the totality of the annual media spend, which encompasses all Recruitment marketing activity, and not just the Belonging 18 campaign.

Under Section 16 of the Act (Advice and Assistance) you may find it helpful to note that 'Belonging' has been used as the theme for the Army's recruitment marketing since January 2017 and is underpinned by comprehensive research and analysis. The Belonging 17 campaign, generated an increase in applications and the Belonging 18 campaign seeks to build on the established benefit of an Army career by ensuring it feels attainable to the target audience through emphasising physical and emotional support, while demonstrating the Army will welcome candidates irrespective of ethnicity, faith, gender, education, sexual orientation or social background.

If you have any queries regarding the content of this letter, please contact this office in the first instance. Following this, if you wish to complain about the handling of your request, or the content of this response, you can request an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review should be made within 40 working days of the date of this response.

If you remain dissatisfied following an internal review, you may raise your complaint directly to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not normally investigate your case until the MOD internal review process has been completed. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website at <https://ico.org.uk/>.

Yours sincerely,

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